

## CLAIMS

1. A light emitting device comprising a first pixel portion in which a plurality of first pixels are arranged in matrix on a substrate; and a second pixel portion in which a plurality of second pixels are arranged in matrix at a different disposition  
5 than the first pixel portion on the substrate,

wherein each of the plurality of first pixels comprises a first light emitting element;

wherein each of the plurality of second pixels comprises a second light emitting element; and

10 wherein directions of light emission of the first light emitting element and the second light emitting element are reverse in front and back.

2. The light emitting device according to claim 1,

wherein the first light emitting element comprises a first pixel electrode, a  
15 first electroluminescent layer, and a first counter electrode;

wherein the first pixel portion emits light from a side of the first counter electrode;

wherein the second light emitting element comprises a second pixel electrode, a second electroluminescent layer, and a second counter electrode; and

20 wherein the second pixel portion emits light from a side of the second pixel electrode.

3. The light emitting device according to claim 1,

wherein directions of light emitted from the first light emitting element and  
25 the second light emitting element are determined depending upon the presence or absence of a reflecting film.

4. The light emitting device according to claim 1,

wherein a first driving portion for operating the first pixel portion, a second  
30 driving portion for operating the second pixel portion, and a part or all of wirings for

supplying a signal and a voltage to each of the first driving portion and the second driving portion is shared; and

wherein a means for operating either of the first pixel portion or the second pixel portion is provided.

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5. An electronic apparatus using the light emitting device according to claim 1.

6. A portable phone using the light emitting device according to claim 1.

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7. A personal digital assistance (PDA) using the light emitting device according to claim 1.

8. A light emitting device comprising a first pixel portion in which a plurality of first pixels are arranged in matrix on a substrate; and a second pixel portion in which a plurality of second pixels are arranged in matrix at a different disposition than the first pixel portion on the substrate,

wherein each of the plurality of first pixels comprises a first light emitting element which emits light from a surface of the substrate in a direction from a back of the substrate to the surface of the substrate; and

wherein each of the plurality of second pixels comprises a second light emitting element which emits light from the back of the substrate in a direction from the surface of the substrate to the back of the substrate.

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9. The light emitting device according to claim 8,

wherein the first light emitting element comprises a first pixel electrode, a first electroluminescent layer, and a first counter electrode;

wherein the first pixel portion emits light from a side of the first counter electrode;

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wherein the second light emitting element comprises a second pixel

electrode, a second electroluminescent layer, and a second counter electrode; and  
wherein the second pixel portion emits light from a side of the second pixel  
electrode.

5           10. The light emitting device according to claim 8,  
wherein directions of light emitted from the first light emitting element and  
the second light emitting element are determined depending upon the presence or  
absence of a reflecting film.

10           11. The light emitting device according to claim 8,  
wherein a first driving portion for operating the first pixel portion, a second  
driving portion for operating the second pixel portion, and a part or all of wirings for  
supplying a signal and a voltage to each of the first driving portion and the second  
driving portion is shared; and

15           wherein a means for operating either of the first pixel portion or the second  
pixel portion is provided.

12. An electronic apparatus using the light emitting device according to  
claim 8.

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13. A portable phone using the light emitting device according to claim 8.

14. A personal digital assistance (PDA) using the light emitting device  
according to claim 8.

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